

What is claimed is:

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1. An access device comprising:

a means for communicating an impulse purchase selection;

10 a means for receiving an authorization key responsive to the impulse purchase selection;

a means for receiving a transmission of the impulse purchase.

2. An access device comprising:

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a means for indicating a desired impulse purchase selection;

a means for communicating the desired impulse purchase selection;

20 a means for receiving an authorization key specific to the desired impulse purchased program;

a means for receiving the transmission of the desired impulse purchase.

3. The access device in claim 2, wherein the means for receiving a transmission is a set top
25 box.

4. The access device in claim 2, wherein the means for receiving the authorization key
includes a security module.

30 5. The access device in claim 2, wherein the means for communicating the desired impulse
purchase is a set top box.

6. An access device comprising:

a tuning and a decoding unit for transmitting an impulse purchase message and in response thereto, receiving an authorization key associated with the impulse purchase program;

a programmed means responsive to the authorization key that formats a digital program into a video display.

7. An access device comprising:

a tuning and a decoding unit for receiving an impulse purchase message;

a means to receive an authorization means associated with the impulse purchase program;

a means to generate billing data.

8. A method of providing a secure means for purchasing an impulse purchase program comprising the steps of:

communicating a message to a service provider means that indicates an impulse purchase selection;

generating billing data;

receiving an authorization means specific to the impulse purchase program;

receiving the impulse purchase program;

displaying a program responsive to the authorization means.

9. A method of providing a secure means for purchasing an impulse purchase program comprising the steps of:

making the impulse purchase utilizing a means for receiving a program;

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communicating a message that indicates the purchase to a means for the reception of data utilized in the provision of the impulse purchase program;

receiving an authorization responsive to message that indicates the impulse purchase;

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receiving a program responsive to the authorization specific to the impulse purchase program.

10. The method of claim 9, further comprising the step of generating a billing record.

10 11. A method of providing a secure means for purchasing an impulse purchase program comprising the steps of:

selecting the desired impulse purchase program;

15 communicating the desired impulse purchase program selection to a service provider;

responding to the desired impulse purchase program by transmitting an authorization code uniquely associated with the desired impulse purchase program;

20 storing the authorization code associated with the desired impulse purchase program into a security module;

transmitting an impulse purchase program having an entitlement code associated with authorization code stored in the security module;

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decoding the entitlement code;

comparing the entitlement code to the code stored in the security module to permit viewing of the impulse purchase program.

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